

Enrollment & Education Sub-Committee Notes
10/06/04
3:00 – 5:00
Everett Public Library

Present: Brett Lawton, Sue Clossen, Gail Martin, Kristi Knudsen, Randall Downey, Claudia St. Clair, Jerry Fireman, Bob Quirk, Ann Vining, Barbara McFadden, Edie Henderson, and Carol Kosturn

EVALUATION OF PROCESS:

Becky handed out evaluation forms to the committee members and requested they fill out the form and turn it in at the end of the meeting or use the electronic copy sent earlier and email their responses.

The evaluation will be done in two parts. The first part concerns the process of keeping committee members informed and responding to their feedback.

A 2nd evaluation will be mailed to the committee members after an electronic copy of the enrollment letter and guide are ready for review.

Evaluations are used as part of the internal quality improvement process in order to justify stakeholder and client feedback, plus improve communication between staff and external customers.

FOCUS GROUPS:

Becky reported the results of the four focus groups to the committee. Eight clients were interviewed during the focus groups, using a structured interview guide to test readability of the enrollment guide and letter and to determine whether or not clients understood the intent of the enrollment material. The letter and guide tested well for both readability and cognitive understanding. While the number of clients interviewed was small, the amount of feedback concerning the guide and letter were used to help improve the design and wording.

Clients were able to demonstrate they knew how to use the guide to make an informed choice about staying in WMIP or disenrolling from WMIP.

Committee members were asked to email Becky if they wanted to see more information in the Draft Focus Group report.

Committee members recommended that more focus groups be held for the next round of enrollment materials for the Opt-in group of eligible WMIP clients.

SIGN-UP FORM:

Committee members gave comments on the draft of the sign-up form. They disagreed with the message on the form that said “The EASIEST way is to call us toll-free at...” in order to disenroll from WMIP. Committee members feel that the wait time in order to disenroll by phone is prohibitive.

Committee members felt it needed to be clearer that the box at the top right-hand side of the sign-up form was to be filled in by clients. They also did not believe it was clear what or where a client could find their case number in order to fill out the box.

Committee members also thought clients should have a spot on the form to indicate whether or not they had a PCP.

Becky agreed to revise the form using committee suggestions.

PROVIDER AND STAKEHOLDER TRAINING:

Brett provided an update of the Provider and Stakeholder training that has been scheduled for October and November. Molina Healthcare of Washington, Inc. will be joining Brett in a joint training effort for providers and stakeholders. The trainings will consist of a slide show and questions and answers period.

Open invitations were sent to Molina’s existing provider network and potential provider network for three training sessions in October. Compass Health, Volunteers of America and the Senior Information and Assistance also have been scheduled for training sessions, along with the Snohomish County Human Services Department. DSHS will also be targeting internal staff such as CSOs, toll-free line staff and HCS.

CLIENT TRAINING:

Three to four client education fairs are being scheduled for the week of November 15th in Snohomish County. These will be walk-in fairs where clients can get their questions answered and receive help with making decisions on staying in or disenrolling from WMIP. Molina will be joining DSHS to help staff the fairs.

Committee members felt that more areas than Everett should be targeted for the client education fairs. They recommended going to Lynnwood, Monroe and Arlington. They also recommended doing at least one education fair in the evening.

Members recommended doing the daytime fairs between 10:00 and 2:00 in order for disabled clients to take advantage of bus passes.

The client letters for the education fairs will be mailed out approximately one week after the enrollment material is sent to clients for the January 1, 2005 enrollment start date. Committee members recommended that clients be reminded that they’ve received enrollment material and encouraged to read the material if they have not done so.

NEXT STEPS:

The October 6, Enrollment and Education subcommittee is the last on-site meeting scheduled for 2004. Becky indicated that she would continue to keep committee members informed via email about items related to Enrollment and Education.

The committee recommended meeting in person to review and comment on the Opt-in enrollment material which is due to go to clients in June 2005. Becky agreed to schedule another meeting around February or March.